PEGASUS GROUP

Taylor Wimpey

EAST HILL, **CHATHAM** PHASE 1

Design & Access Statement

On Behalf Of Taylor Wimpey and F D Attwood and Partners
P22-0701_24 | January 2023

Urban Design

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities...”

(Para. 126, NPPF 2021)

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PEGASUS GROUP

Taylor Wimpey

Pegasus Design
Pegasus House
Querns Business Centre
Whitworth Road
Cirencester
Gloucestershire
GL7 1RT

www.pegasusgroup.co.uk I T 01285 641717

Prepared by Pegasus Design on behalf of Taylor Wimpey

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01 Introduction

1.1 This statement has been prepared by Pegasus Design (part of Pegasus Group) on behalf of the Landowners F D Attwood and Partners, Taylor Wimpey and the wider consultant team, to accompany the Reserved Matters application for the residential development of Phase 1 East Hill, Chatham. The application description is as follows:

"Reserved matters application for Phase 1 for the erection of 91 homes, including affordable housing together with associated access, parking, landscaping, open space, equipped play, infrastructure and earthworks"

1.2 This statement has been prepared in accordance with Article 9 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (DMPO), which requires certain applications to be accompanied by a Design and Access Statement. The DMPO also states the following requirements:

"(2) An application for planning permission to which this paragraph applies must, except where paragraph (4) applies, be accompanied by a statement ("a design and access statement") about:

(a) the design principles and concepts that have been applied to the development; and

(b) how issues relating to access to the development have been dealt with.

(3) A design and access statement must:

(a) explain the design principles and concepts that have been applied to the development;

(b) demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;

(c) explain the policy adopted as to access, and how policies relating to access in relevant local development documents have been taken into account;

(d) state what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and

(e) explain how specific issues which might affect access to the development have been addressed."

Purpose of the Statement

1.3 The purpose of this Design and Access Statement is:

"...to explain how the proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users."

(Para. 029, PPG, Reference ID: 14-029-20140306)

1.4 This document achieves this within the following sections:

Section 1: Introduction. Outlines the purpose of this document and sets out the vision, site background and Context. Considers the site and its surroundings in terms of the local physical, historical and social setting, as well as the technical and physical context;

Section 2: Planning Context. Presentation of the key Planning Policy requirements, derived from a combination of Local Authority and National Government Policy;

Section 3: Developing the Design Concept. Presentation of a series of concepts that have derived from a combination of Government Policy, site assessment and that have been informed by the Design Development Document;

Section 4: Design evolution. Presentation of the layout design that has evolved from public consultation, Design Review Panel, pre application advice as well as key findings;

Section 5: Design Proposals. Presentation of the key design proposals including the Uses, Built form and Identity, Movement and Homes and buildings;

Section 6: Public Spaces. Nature and Public Space;

Section 7: Resources. Sustainable Building Techniques, Building Regs, Orientation, waste and recycling;

Section 8: Lifespan. Ownership and Phasing; and

Section 9: Conclusion and Building for a Healthy Lifestyle Assessment.

1.5 This Design and Access Statement has been written to respond to the Ministry of Housing, Communities and Local Government National Design Guide (NDG) ten characteristics of well-designed places. Highlighted items above are the ten characteristics of well-designed places, as set out in the National Design Guide.

1.6 This statement should be read in conjunction with the other supporting documents also submitted with the Reserved Matters Application.

NDG CRITERIA GUIDE
THE TEN CHARACTERISTICS OF WELL DESIGNED PLACES

The Vision

OVERARCHING VISION STATEMENT

1.7 A sustainable and contemporary high-quality mixed-use development which will deliver 800 new homes including affordable homes primarily designed to support families. A mix of homes will be provided across the Site, with the largest proportion being family sized homes (3 beds +) to meet identified needs.

1.8 At the heart of the development will be a site for a primary school, retail floor space and community facility/nursery, which will be a focal point for activity in the Site alongside the open space which will be defining feature of the development.

1.9 This new community will be set within extensive areas of open space providing a significant recreational resource, biodiversity net gains and transition to the Capstone Country Park to the east. It will not only benefit residents of the development but will be of benefit to the wider community as an accessible open space resource, encouraging people into the development and increasing access through to the Country Park through securing new points of connection.

1.10 Central to the development will be the delivery of a new link road transporting vehicles, including public transport, cyclists and pedestrians and connecting them with the surrounding environments providing access to services and facilities. Public rights of way through the Site will be maintained and reinforced. Improving access to the Capstone Country Park for existing residents west of North Dane Way. Access and routes through the development will be designed to be accessible to all supporting sustainable modes of travel.

1.11 Shaped by the topography of the Site and its relationship with the Capstone Country Park, the development will be made up of a series of different character areas (taken from the Design Development Guide) to provide a distinct and legible environment. Each character area will vary either in form, scale, mix or architecture responding to each areas unique characteristics. The distinctiveness of each character area will be reinforced by differing landscape approaches/ planting palettes to provide variation and interest whilst also providing biodiversity enhancements. Where possible the loss of existing trees and hedgerow will be minimised and positively incorporated . However, where losses are necessary their loss will be made up on Site. The Ancient Woodland on and adjacent to the Site will be unharmed and boundaries to this will be secured to prevent future harm arising.

1.12 All homes will benefit from good access to public open space that will provide a range of recreational opportunities, both formal and informal catering for a range of age groups. The open spaces will be linked by a series of pedestrian and cycle routes connecting places and people as well as providing general recreational routes promoting a healthy and vibrant community. Open spaces will be well surveyed, so they feel safe, with homes being orientated to look over them and to optimise views towards the Country Park. To enhance biodiversity, different landscaped environments will be provided within the open space supporting a more varied range of ecology, as well as conserving existing ecology. Features to promote and support ecology will also be incorporated into houses. Sustainable urban drainage features will be integrated into the open spaces to manage surface water. Where appropriate these will also be incorporated into development areas as a positive design feature.

1.13 All homes will meet Nationally Described Space Standards with a proportion of homes being wheelchair accessible. Each house will be provided with good levels of private amenity space. All homes will be designed with energy sustainability in mind, and a fabric first approach will be taken to the design of all new homes to optimise energy efficiency. Energy saving appliances will also be fitted and all homes will have a renewable energy source provided to help address energy needs.

1.14 Due to the detached nature of Phase 1 from the rest of the development, a separate and more site specific vision has been created.

VISION FOR PHASE 1

1.15 Served by its own separate access, Phase 1 is uniquely positioned to be designed as a stand alone parcel only connected with the rest of the development via public open space and the pedestrian and cycle routes that run through it.

1.16 Phase 1 will be designed to take advantage of the unique topography, existing woodlands and views out to the Country Park to the east. The houses will sit within a significant amount of publicly available open space to be used for attenuation, recreation and biodiversity improvements. This initial phase will be well connected to existing development and the Country Park and provide strong connections to future phases of East Hill to the north. This phase will have a distinctive, individual character set within the wider design framework of East Hill.

1.17 The proposed architecture will be inspired by the existing landscape features such as the mature woodland and sloping topography.

Phase 1 Site Location Plan

Site Context

NATIONAL PLANNING POLICY FRAMEWORK CHAPTERS 8, 12, 14, 15, 16

> ***"An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion."***
>
> ***(Para. 39, NDG 2021)***

1.18 A detailed assessment of the site and its surroundings has been undertaken at Outline stage and can be found in the Design & Access Statement. This section provides a summary of these findings and any additional key findings.

Overall Site

1.19 The proposed development site is located to the South East of Chatham between Luton, Hale, and Capstone with Hempstead to the east and Lordswood to the south.

1.20 The overall site covers an area of approximately 49.47ha and is situated adjacent to North Dane Way on the outskirts of Chatham and is comprised of arable fields. To the west is North Dane Way and beyond that a residential area. To the north are residential properties and recreational land beyond. To the east is Capstone Farm Country Park which comprises primarily open fields and recreational paths and trails. Land to the south consists existing woodland and agricultural land.

1.21 The topography of the site is one of its key defining characteristics. The site follows a ridge from north to south parallel with North Dane Way. From here the site falls at varying degrees into the valley to the east where it abuts Capstone Country Park.

View east towards Capstone Road in the north east of the site

1.22 Public Right of Way (PRoW) Footpaths RC32 and RC9 bisect the northern and southernmost tips of the site and are to be retained and improved as part of the proposals.

1.23 The Site is not subject to any nature conservation designations, although a number of designated sites are located within the vicinity of the Site, including the Medway Estuary and Marshes Ramsar Site, Special Protection Area (SPA) and Site of Special Scientific Interest (SSSI) which is located approximately 3.5km to the north of the Site. There are four other SSSIs and nine local nature reserves (LNRs) within 5km of the Site.

1.24 A small proportion of the overall site (1.2% of the total Site area) which corresponds with the lowest lying portion of the Site lies within an area of overland flow and for this reason is identified within the EA mapping Flood Zones 2 and 3. This area of flood zone lies to the far north east of the site and does not affect Phase 1. The remainder of the Site lies within Flood Zone 1

1.25 The Site lies within the administrative area of Medway Council (MC).

1.26 Phase 1 is located to the southernmost part of this site with access taken from a new roundabout off North Dane Way. The southern boundary is defined by North Dane Wood, an area of ancient woodland. The eastern and western boundary comprises existing vegetation with North Dane Way running North to South along the western boundary. The northern boundary connects to the wider site via a large area of public open space, beyond that is a site for a proposed primary school and allotments, with further residential land beyond.

1.27 The topography of Phase 1 follows a similar pattern to the wider site, with land sloping from a high point to the west of the scheme and dropping down into a valley to the east.

1.28 A Public Right of Way (RC9) is located within Phase 1 and our proposals demonstrate how this PRoW is to be retained within the development and provide connections to the wider context.

1.29 Existing housing to the west of North Dane Way and the closest area of residential housing to Phase 1, generally consists of post war housing and more recent housing development. Houses are arranged along quiet cul-de-sac's and streets often well set back to allow for frontage parking or landscaping.

1.30 The architectural styles are mixed, but generally consist buff and red brick with tile hanging, render and even mock tudor details.

View south from the centre of the site

View north along the ridgeline from the centre of the site

02 Planning Context

> *"Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:*
>
> *a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or*
>
> *b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings."*
>
> *(Para. 134. NPPF 2021)*

2.1 The development proposals will be formulated with due regard to the policies that make up the statutory Local Development Plan and Supplementary Planning Guidance, together with Government guidance contained within the National Planning Policy Framework (July 2021), National Design Guide (published in 2019 and updated in January 2021) and the National Model Design Code (January 2021).

National Planning Policy Framework

2.2 Government guidance in the form of the National Planning Policy Framework (NPPF) sets out the Government's planning policies and how these should be applied. The NPPF states at Paragraph 8 that the planning system has 3 interdependent key objectives, which when pursued in a mutually supportive way, can achieve sustainable development. The three key objectives are:

- An economic objective;
- A social objective; and
- An environmental objective.

2.3 There is a presumption in favour of sustainable development, as set out at Paragraph 11. Section 9: Promoting sustainable transport (para. 104) of the NPPF points to the role that design has to play in ensuring that transport issues are considered at the earliest stages of development proposals, and the role that design can play to ensure that development maximizes opportunities for sustainable transport options.

> *"...patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*
>
> *(Para. 104(e) NPPF 2021)*

2.4 The Government also continues to place a high emphasis on design and the NPPF expands on the principles of good design, to define what is expected of well-designed places. It also explains how policies and decision-making processes should support the inclusion of good design, providing detailed advice at Section 12: Achieving well-designed places. The contribution that good design makes to sustainable development is set out in paragraph 126, as follows:

> *"The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities..."*
>
> *(Para. 126, NPPF 2021)*

2.5 Furthermore, a new test is being introduced in the latest edition of the NPPF, to ensure that developments are well-designed, placing an emphasis on fostering of "beautiful" places among the overarching objectives of the planning system. In paragraph 134, the NPPF states that:

"Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes".

(Para 134, NPPF 2021)

2.6 The NPPF is also clear at paragraphs 127 and 128 that Development Plans should set out a clear design vision to provide certainty to applicants, and that design policies should be prepared in conjunction with local communities to reflect local aspirations.

2.7 Paragraph 130 of the NPPF states that with regard to design planning policy and decision making should ensure that developments;

"a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to the local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."

Site Backgroud

Planning History

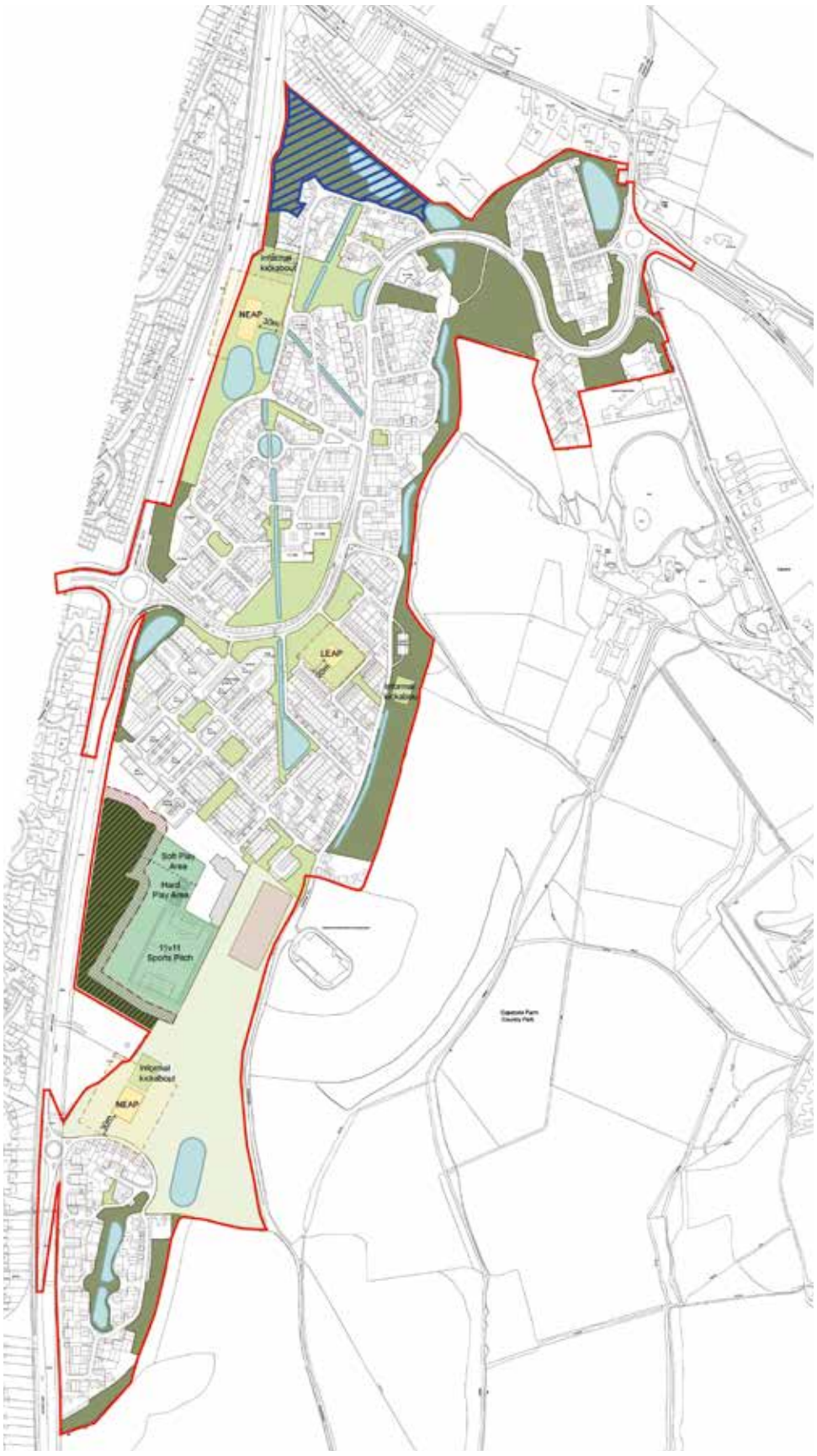
2.8 The following planning history is considered relevant to the site:

Reference	Proposal	Decision
MC/19/0765	outline application (with all matters reserved except access) for the erection of up to 800 dwellings with a primary school, supporting retail space of up to 150 square metres and a community or nursery facility, with an associated road link between North Dane Way and Pear Tree Lane, and other road infrastructure, open space and landscaping.	Appeal allowed February 2022.
MC/21/1520	Outline planning application with some matters reserved (appearance, layout, scale and landscaping) for construction of up to 650 dwellings, primary school, supporting retail space of up to 150sqm with associated road link between North Dane Way and Pear Tree Lane and other road infrastructure, open space and landscaping Re-submission of MC/19/0765.	Withdrawn
MC/22/2346	Application for non-material amendment to planning permission - Appeal ref APP/A2280/W/21/3280915 (MC/19/0765).	Granted 25 November 2022
MC/22/2727	Details pursuant to condition 7 (phasing plan)	Granted 30 December 2022
MC/22/2781	Details pursuant to condition 8 (archaeology report)	Granted 16 Jan 2023

2.9 Of particular relevance is application ref. MC/19/0765, granted in February 2022 at Appeal. This granted Outline consent with all Reserved Matters, except access. The Outline consent sets basic parameters for the development of the site, which future Reserved Matter applications need comply with.

2.10 Key elements include:

- The Site area
- Points of access into the Site
- Limits development in the north-west corner of the Site
- General alignment and arrangement of a link road through the Site
- Extent of off-site highway works



Illustrative Masterplan from Outline Application (ref: 08284a-A-L-(91)-013)

Indicative Landscape Strategy Concept Plan

Planning Context

Site Policies

2.11 The Site is not allocated for development and thus there are no specific site policies to guide development.

2.12 The Site is however:

- Located in flood zone 1
- Not subject to any national landscape designations
- Located within a local landscape designation "Area of Local Landscape Importance" (ALLI)" addressed further below
- No subject to any ecological designations
- Adjacent to Ancient Woodland
- Adjacent to a TPO Woodland

Local Planning Policies

2.13 The Adopted Development Plan comprises Medway Council Local Plan (2003). The following planning policies are considered relevant to the application and have informed the design process. How the proposals comply with the policies listed is addressed in the supporting Planning Statement.

- S2: Strategic Principles
- S4: Landscape and Urban Design
- BNE1: General Principles for Built Development
- BNE2: Amenity Protection
- BNE3: Noise Standards
- BNE4: Energy Efficiency
- BNE6: Landscape Design
- BNE7: Access for All
- BNE8: Security and Personal Safety
- BNE22: Environmental Enhancement:
- BNE34: Areas of Local Landscape Importance:
- BNE43: Trees on Development Sites
- H3: Affordable Housing
- H10: Housing Mix
- L4: Provision of Open Space in New Residential Developments:
- L10: Public Rights of Way
- T2: Access to the Highway
- T3: Provision for Pedestrians
- T4: Cycle Facilities
- T13: Vehicle Parking Standards
- T22: Provision for People with Disabilities

2.14 The proposals have further been informed by the Nationally Described Space Standards

S106 Obligations

2.15 Accompanying the permission is a S106 Agreement secures the following and is relevant to Phase 1.

- 25% affordable housing across the whole site (not just Phase 1) of which
  - 50% homes M4(2)
  - 5% homes M4(3)
  - Approximate mix (site wide)
    - » 30% x 1 bed
    - » 30% x 2 bed
    - » 30% x 3 bed
    - » 5% 4 bed
    - » 5% 5 bed
- 20% BNG site wide

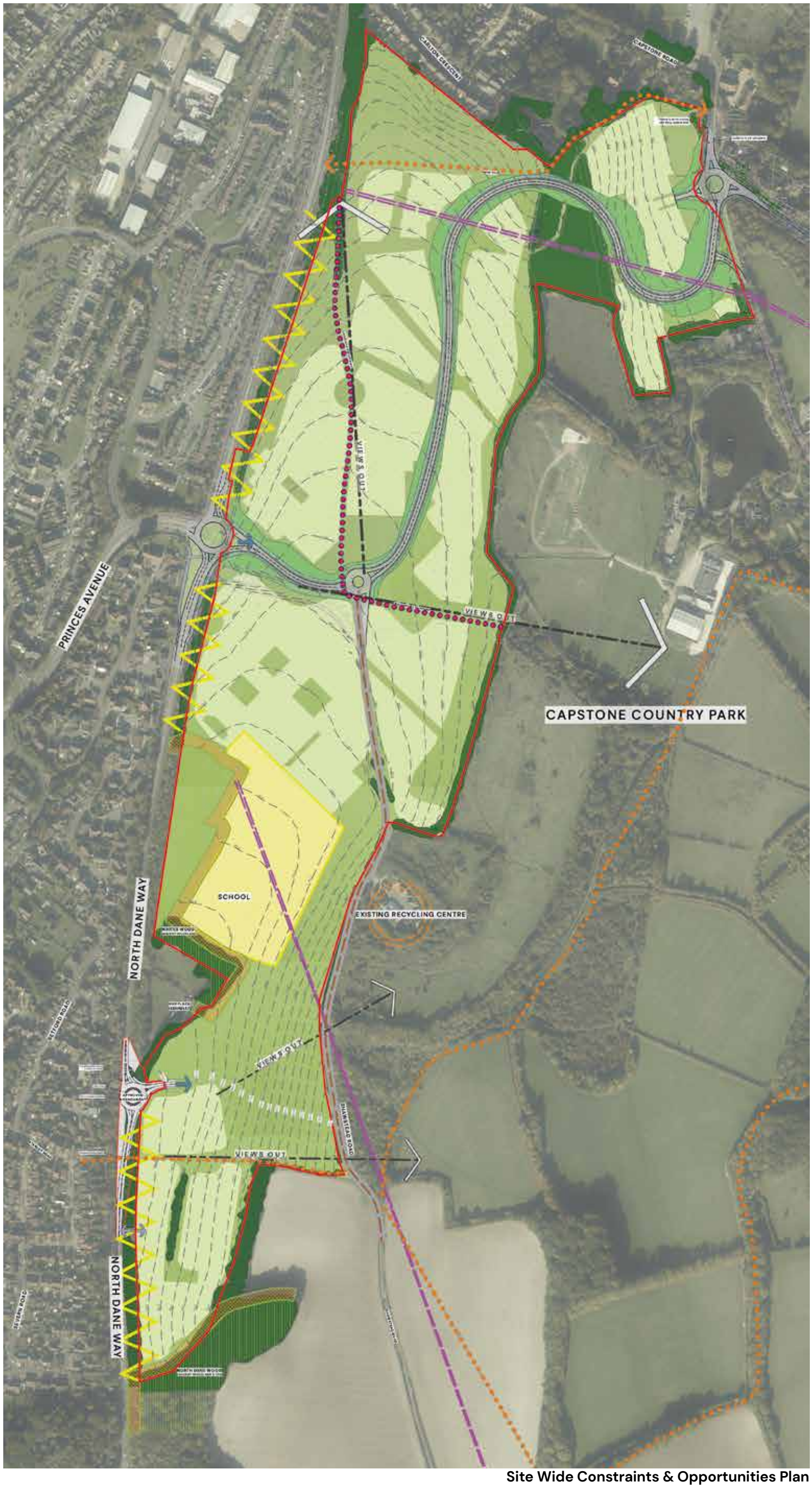
Relevant Planning Conditions

2.16 A Phasing Plan for the site has been approved pursuant to Condition 7 (please see plan on page 86). It provides details of how the site will be brought forward in phases in conjunction with associated infrastructure.

2.17 It provides an indication of the unit numbers on each phase, the location of the primary school and community facilities, retail units, MUGA and sports pitches, play areas, PROW improvements, enhanced links to the neighbour country park, as well as road layout, pedestrian cycle networks and footpaths.

2.18 The Phasing Plan identifies the extent of Phase 1 which this application accords with.

2.19 A Geophysical Survey of the site has been completed and approved pursuant to Condition 8. It confirms that there is nothing suggestive of significant archaeological features on the site and therefore archaeology is not a constraint to development.



Site Wide Constraints & Opportunities Plan

03 Developing the Design Concept

> *"Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."*
>
> *(Para. 132, NPPF 2021)*

Constraints & Opportunities: Wider Context

3.1 The constraints and opportunities presented by the site are utilised to inform and structure the development proposals. These are outlined below and illustrated, where appropriate, on the Constraints and Opportunities plan shown opposite.

Constraints

- Retain existing trees, hedgerows and other landscape features particularly those of ecological interest that act as wildlife habitats.
- Protect ancient woodland and create a buffer to new development.
- Protect the function of site's flood zone and provide for SUDS infiltration and attenuation areas within the scheme.
- Protect and provide linkages to the routes of the existing public rights of way and unregistered paths running through the site.
- Existing utilities crossing the site include overhead power cables.
- Consider the site's sloping topography and views towards Darland Banks and the Capstone valley.
- Existing recycling centre adjacent to site.
- The approved site access and new link road.
- Potential noise from North Dane Way

View north of the central hedgerow within Phase 1

View south east from the centre of the site

View east towards the proposed access in the far north east of the site

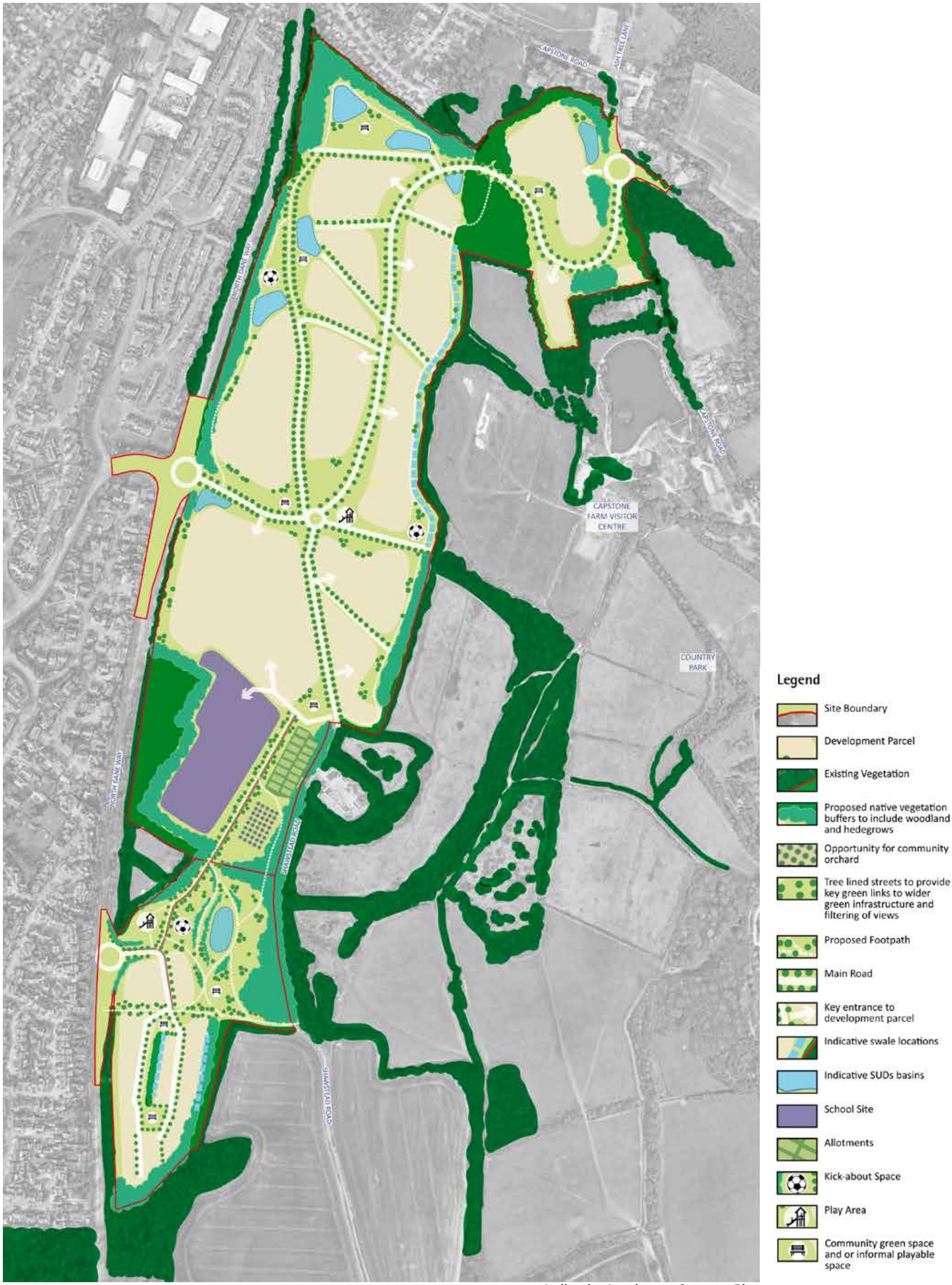
View east along PROW RC9

Opportunities

- Provide a sustainable mixed-use development that can accommodate up to 800 dwellings (including 25% or 200 affordable homes), local facilities including retail and supported by amenity space and new green and blue infrastructure.
- Provide a site for a primary school site.
- Promote sustainable travel through a new bus route along the link road, segregated cycle routes and clear pedestrian footpaths.
- Make efficient use of the land through the application of appropriate densities.
- Opportunity to create quality architecture that takes design cues from the local character (such as the materials palette) and responds positively to the existing adjacent built form of East Hill.
- Provide children's play space alongside informal areas of open space for new and existing residents.
- Opportunity for allotments, a community park and outdoor sports pitches.

View north along the unregistered path

Photos of key opportunities and constraints



Indicative Landscape Strategy Plan

Wider Landscaping & Ecology Strategy

3.2 The aim is to create a strong multifunctional green/blue infrastructure that will create a positive setting for the new residential development and surrounding area. It provides the opportunity to enhance the existing PRoW network and create new footpath links and tree lined streets. Working with the contours to provide connections to the vegetated boundaries and working alongside swales and attenuation areas. These corridors also helping to screen and filter sensitive views, especially from Darland Banks.

3.3 The 3 key typologies are:

- Woodland Edge
- Parkland
- Green/Blue Streets

3.4 Along and adjacent to the corridors there are opportunities for a community space such as an orchard and allotments and for recreation there are plays areas and kick about spaces.

3.5 The existing boundary vegetation to the site will be enhanced and planting mixes with diverse species will provide graded buffers to create improved habitats for wildlife. There is also the opportunity to reconnect the fragmented hedgerows/shaws.

3.6 The baseline biodiversity of the site is largely arable, which is of limited value in terms of biodiversity units. Higher-value habitats have been designed within the development to help achieve a 20% net increase in the value throughout the site and wider development. Habitat creation including species-rich grassland, meadow planting, new woodland and scrub habitat, creation of tree lines and hedgerows and wetland habitats provides robust ecological networks supporting landscape linkages and ensures a biodiversity net gain post-development.

Concept Masterplan

Concept Masterplan

3.7 The East Hill concept masterplan has been inspired by the existing site topography. The existing landscape defines character areas and provides numerous areas of green space for all to enjoy.

3.8 The enviable location provides the opportunity to create new pedestrian and cycle links to Capstone Country Park. The site is commonly used by local people as a cut through to the country park for dog walking.

3.9 Green links across the site help integrate the scheme with its wider context, particularly along Public Rights of Way and other informal routes. Key destinations such as the proposed Primary School, local shop and play areas are accessible by these green routes.

3.10 The new link road provides an east-west connection between North Dane Way and Capstone Road, providing a relief to the Capstone Road junction. The new link road can facilitate a sustainable transport corridor including new bus, cycle and pedestrian links.

3.11 The overall scheme has approval for up to 800 units of which 25% affordable (200 units to be a mix of affordable rented / shared ownership/intermediate):

- 50% of affordable home need to comply with Lifetime Homes Standard (M4(2).
- 5% of Affordable homes need to be wheelchair accessible (M4(3).

3.12 The proposed development is predominantly two storeys in height which is in-keeping with the surrounding districts. 3-4 storey buildings will be located within the central urban area. These will be kept to a maximum height of 14m to the ridge. Building height parameters were set out in the Outline Application- please refer to drawing 08284a-A-L-(91)-012, however this plan was not approved. The proposals will seek to be in general accordance with the building heights plan, whilst Phase 1 could also propose occasional 2.5 storey dwellings to aid in place-making and way finding through the development in appropriate locations.

3.13 The residential element of the proposed development will have an overall density of approximately 42 dwellings per hectare but will vary across the site. A gross density for the whole site would equate to circa 16 dwellings per hectare.

3.14 A two-form entry primary school is proposed within the development. The location has been identified on drawing 08284a-A-L-(91)-013.

3.15 A new local shop is proposed within the central urban area providing facilities to local people. The location has been identified on drawing 08284a-A-L-(91)-013.

3.16 Several new play areas and a substantiable amount of public open space has been incorporated into the scheme. Including two Local Equipped Areas of Play (LEAP), a Neighbourhood Equipped Area of Play (NEAP), community allotments, trim trails and kick about areas.

Illustrative Building Heights plan from Outline Application
(ref:08284a_A-L-(91)-012)

Illustrative Masterplan from Outline Application
(ref: 08284a-A-L-(91)-013)

Character Areas

3.17 The character areas developed as part of the outline, were done so by FD Attwood and Partners in conjunction with Medway Council's Urban Design Team. This provides a starting point to help deliver distinctiveness, and character areas, across the wider site within an overall framework. However, the character area work done to date needs to be applied flexibly, as when each parcel is looked at in detail there will be further work to consider the relevant character area and how to deliver detailed proposals that provide distinctive, good design. The overall scheme will provide six defined character areas as follows. Please refer to the outline Design Development Guide for further details:

- **Hale -** Sloped landscape, with a select cluster of detached homes in a prime leisure location, and semi-detached houses running along the contours to act as a backdrop.
- **Northern Edge -** Landscape is still dominant here but significant buildings define key arrival points and changes in direction. Buildings are focal as the grain is loose and definition of individual elements is important.
- **Rural Edge -** Leisure routes run the entire length of the site on the eastern boundary, number one choice for households looking for a great lifestyle in a stylish contemporary house.
- **Hilltop -** A contemporary urban location with long views of terraces of townhouses and desirable flats within parkland and contemporary sub-urban spaces.
- **Urban Quarter -** A mixture of three storey contemporary townhouses and apartments. Sense of community here, centred around urban squares, shops and services.
- **Whites Wood (Phase 1) -** Accessed from a new roundabout to the south of North Dane Way, an important edge to the main road and views over the parkland to the north. Homes here are high value.

Character Areas Plan
(Extracted from Design Development Guide)

Architectural Approach/Concept

3.18 The architectural approach has been informed by the Design Development Document and Outline Design & Access Statement.

> *'East Hill will be a realistically priced place to live that combines pragmatism with design ambition to create homes that offer something significantly better than that which is currently available in the area. This is a contemporary scheme with health and wellbeing at its heart – a new park, an exceptional pedestrian leisure strategy and modern design combine to create an aspirational lifestyle.*
>
> *A broad range of tenures, places to live and house types will create a diverse new community that complements the existing.''*
>
> *(Design & Access Statement, Page 12)*

3.19 The existing residential context surrounding the site is a combination of low value terraced homes and apartments to extremely desirable detached homes with their own character. The site provides an opportunity to make a positive impact on the local character.

3.20 An opportunity to develop a contemporary residential scheme. The architectural style has clean, crisp lines with a vertical emphasis.

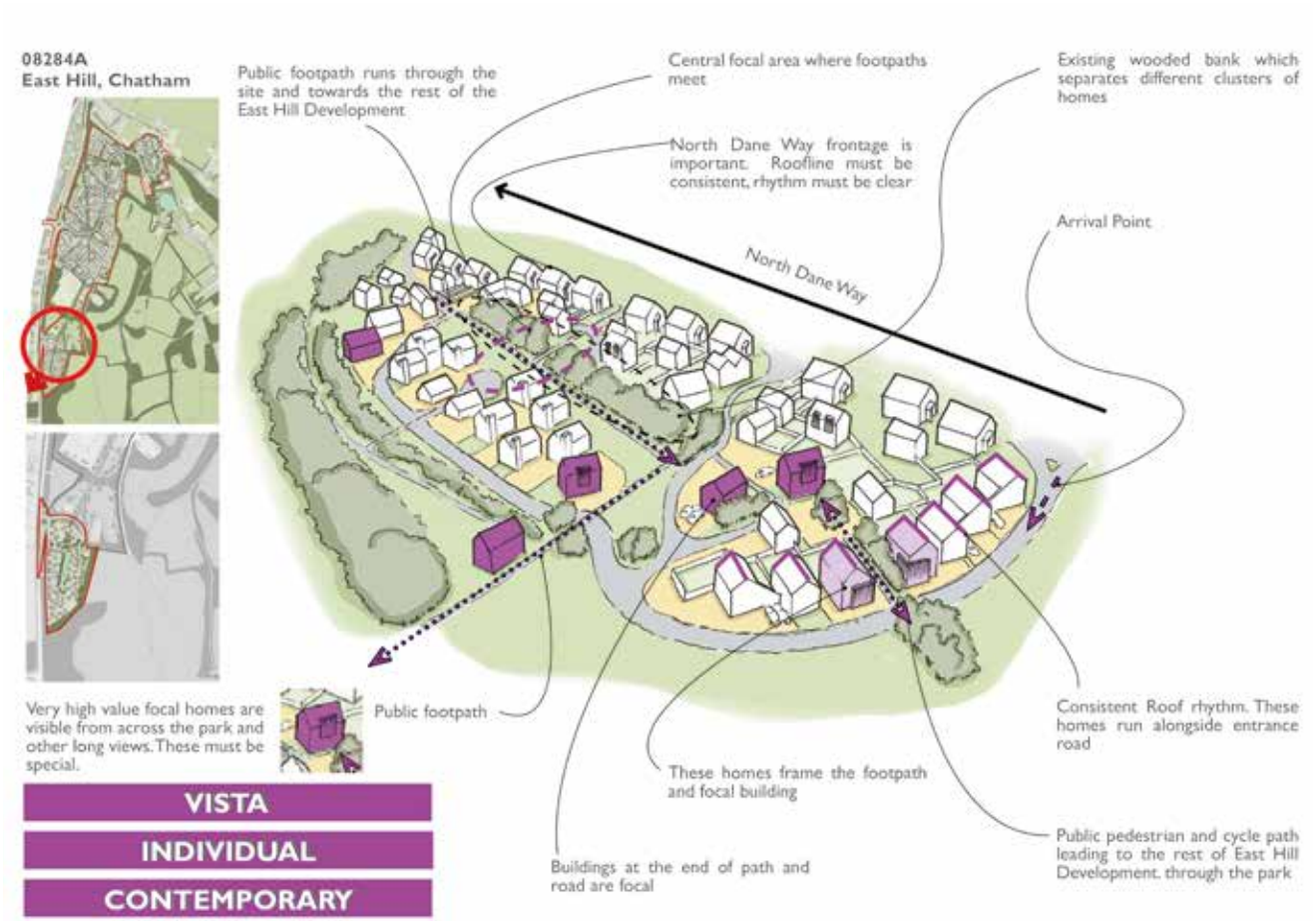
3.21 A simple materials palette has been chosen to create a high quality, contemporary scheme, with a distinctive quality but respecting it's surroundings. Black timber boarding is used along the rural edge to blend the built form into the existing hillside.

3.22 Traditional roofscape and built form patterns reflect those of the surrounding area. Gables roof forms produce interest to the street scene, break up roof lines and provide south facing surfaces to utilise solar energy.

3.23 Sustainable construction techniques will be used in line with current building regulations. Sustainable construction measures typically comprise a combination of the following:

- Improved energy efficiency through siting, design and orientation;
- Water conservation measures;
- Considering fabric efficiency in the design of buildings;
- Use of building materials capable of being recycled; and
- An element of construction waste reduction or recycling.

3.24 Development will accord with the principles of high quality design and best practice to create a townscape that is varied and sympathetic to its environment. The aim must be to achieve a development with a strong identity and distinct sense of place whilst at the same time integrating with the existing community.


08284A
East Hill, Chatham
Public footpath runs through the site and towards the rest of the East Hill Development
Central focal area where footpaths meet
North Dane Way frontage is important. Roofline must be consistent, rhythm must be clear
Existing wooded bank which separates different clusters of homes
Arrival Point
North Dane Way
Very high value focal homes are visible from across the park and other long views. These must be special.
Public footpath
Consistent Roof rhythm. These homes run alongside entrance road
These homes frame the footpath and focal building
Public pedestrian and cycle path leading to the rest of East Hill Development. through the park
Buildings at the end of path and road are focal
VISTA
INDIVIDUAL
CONTEMPORARY

Character Areas (Extracted from Design Development Guide)

Grey fibre-cement roof tiles
Red concrete interlocking roof tiles
Buff colour brick walls
Front covered area
Front covered area
Black stained weather-board
Metal clad dormer windows
High quality windows with large percentage of glazing

Materials Pallet (Extracted from Design Development Guide)

Phase 1 Opportunities & Constraints Plan

Constraints & Opportunities: Phase 1

3.25 Many of the constraints and opportunities mentioned earlier for the site wide masterplan also apply to Phase 1. These include:

- Retain existing trees, hedgerows and other landscape features particularly those of ecological interest that act as wildlife habitats;
- Protect the ancient woodland, North Dane Wood by creating a 15m buffer to new the development;
- Existing PRoW RC9 runs from east to west through site, with views of the wider Capstone Country Park;
- The terrain slopes steeply down towards the woodland on the eastern edge;
- Potential drainage requirement, look at SUDs with a system of swales and attenuation ponds;
- Provide a children's play space alongside informal areas of open space for new and existing residents;
- To provide pedestrian and cycle links from Phase to the wider site to the north;
- Site access from North Dane Way has been approved;
- Potential noise issues along North Dane Way;
- Potential noise constraints from 'Our Place Kennels';
- Potential overshadowing from existing woodland to the south; and
- Opportunity to create high quality architecture and a distinctive place to live.

View east along PRoW RC9

View north-east from the central hedgerow and the sloping nature of the site

View south of North Dane Wood (Ancient Woodland)

Where PRoW RC9 crosses North Dane Way

View from the western boundary north-east

The Design Concept

3.26 The principles which have been developed provide a framework by which to create a distinctive place, with a consistent and high-quality standard of design. These principles have been derived from the site assessment, in conjunction with the delivery of a high-quality development which achieves the criteria set out within the NPPF, namely:

Function and Quality

"...will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development"

(Para. 130(a), NPPF 2021)

- New development provides the opportunity to establish a distinctive identity to a place which, whilst having its own character, integrates with the surrounding built form and landscape context;
- Retention of the existing landscape features on the site where possible;
- Provision of a range of house types, tenures and sizes in order to cater for choice and a variety of households;
- In-built 'robustness' – the ability of the development, including individual buildings, to adapt to changes such as use, lifestyle and demography over time;
- Provision of Sustainable Drainage systems to ensure that the development does not increase the risk from flooding in the area;
- New development at East Hill will be designed to deliver the proposed residential use and will represent value for money in terms of lifetime costs; and
- Make efficient use of the site through proposing a development with an appropriate density.

Safe, Inclusive and Accessible Places

"...create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience"

(Para. 130 (f), NPPF 2021)

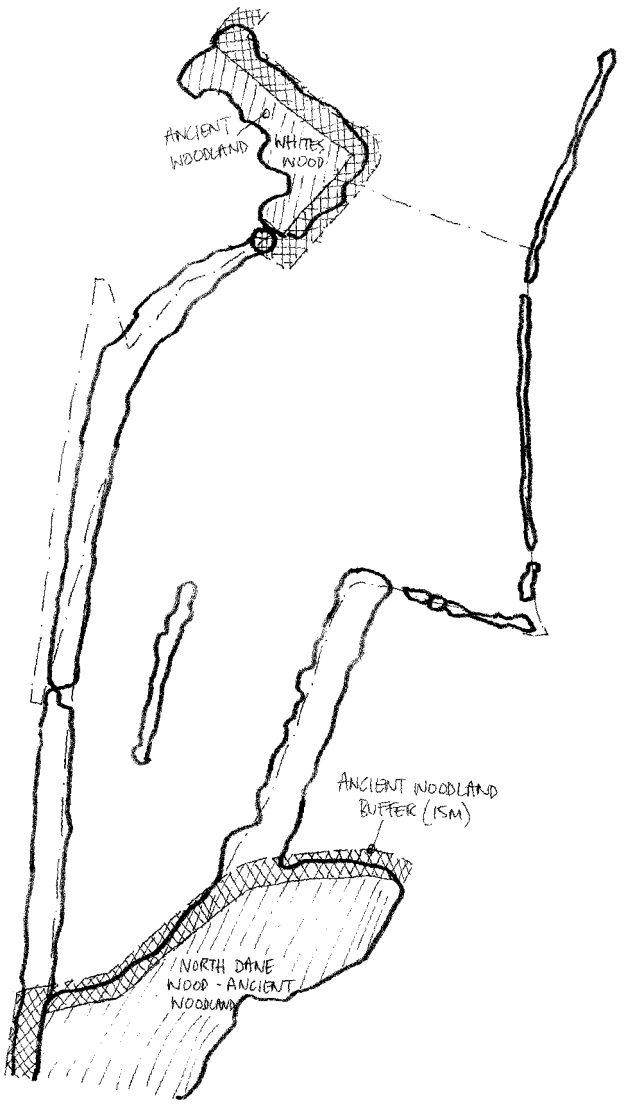
- Convenient, safe and direct access for all residents to the existing and proposed local services and facilities including schools, retail, community uses and employment opportunities;
- Provision of a variety of accessible public open spaces and recreation areas to meet the needs of the local community whilst encouraging social activity;
- Creation of a clearly defined public realm through the provision of continuous building frontage lines and variations in the methods of enclosure of private spaces; and
- Consideration of the proposals in relation to the location of the buildings on the site, gradients, and the relationship between various uses and transport infrastructure, particularly for those with disabilities.

Visually Attractive

"...are visually attractive as a result of good architecture, layout and appropriate and effective landscaping"

(Para. 130(b), NPPF 2021)

- Provision of a clear hierarchy of connected spaces and places, including streets, accessible by a variety of users, which consider the design of the space as well as its function as a movement corridor;
- Integration of existing and proposed landscape features will help to soften the built form, particularly towards the southern edge of the development neighbouring the existing area of woodland;
- Minimise the impact of the development;
- New development will be set within a considered and attractive landscape setting;
- Enrich the qualities of the existing place, with distinctive responses that complement the setting, respect the grain of the local area and acknowledge the established local character; and
- The concept sketch below highlights the existing trees and woodland to be retained and made key features of the proposals.

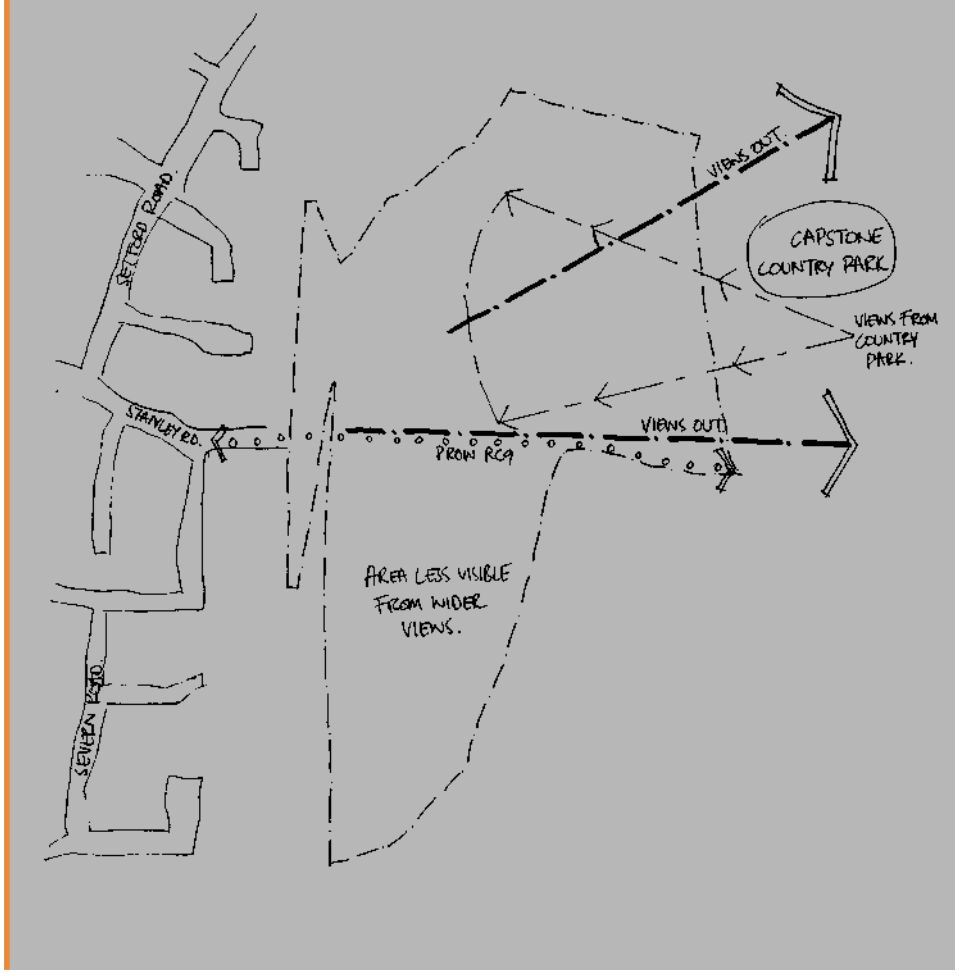


Response to Context

"...are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)"

(Para. 130(c), NPPF 2021)

- Integration of the development into the existing surrounding built form of Luton, Hale, Capstone, Hempstead, Lordswood. and the local area, particularly in relation to development block form, scale, height and massing;
- Consider how distinctive elements of the local vernacular and the best examples of local buildings relate to the space they enclose, and how this might be reflected within the proposals and can be used to inform the architecture of the proposed development;
- Consider carefully the specification of materials that respect/enhance the local vernacular;
- Respond to the existing site topography including the consideration of key views in and out of the site;
- Retention of the existing landscape features and habitats on the site;
- Protection of existing and proposed residential amenity through the use of frontage development thereby enclosing rear gardens; and
- The concept sketch below illustrates key views in and out of of the development particularly in relation to PRoW RC9 and Capstone Country Park.

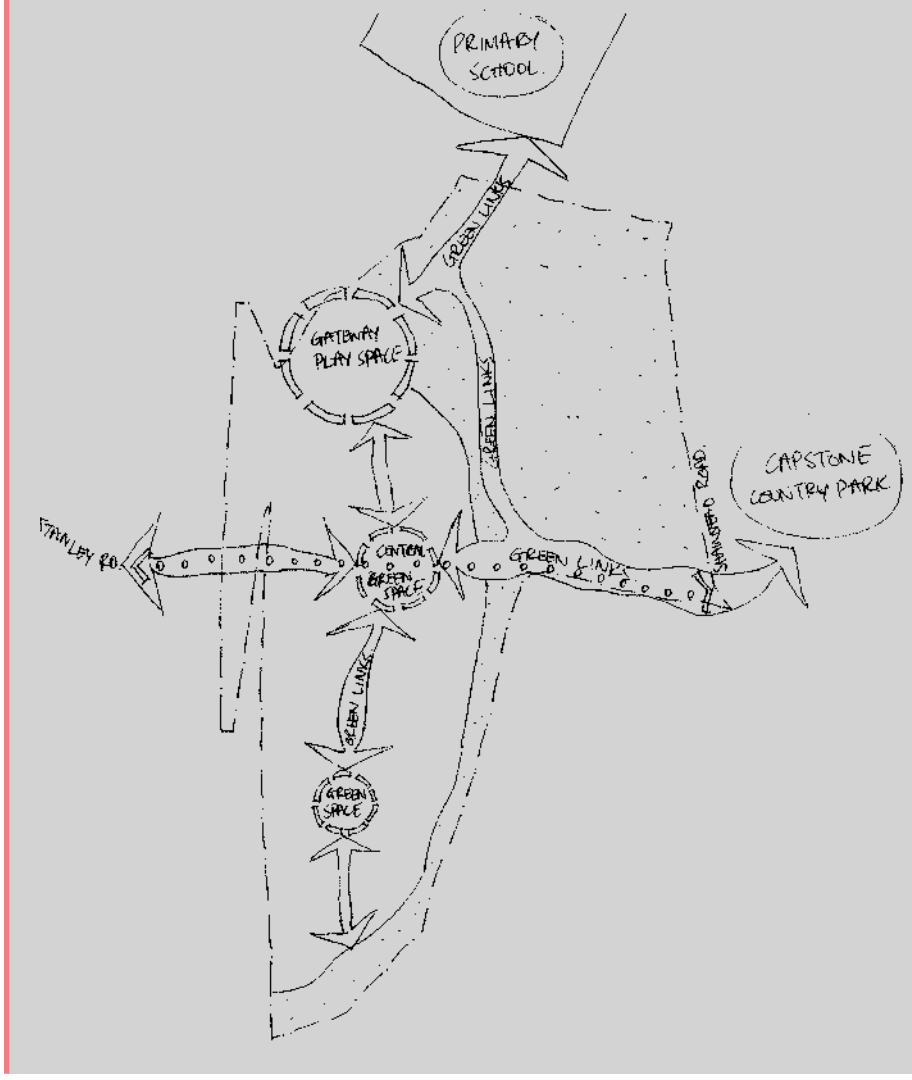


Strong Sense of Place

"...establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit"

(Para. 130(d), NPPF 2021)

- Allow the key characteristics identified within the Local Character Analysis (undertaken in Section 3) to influence the character of the development;
- Position key spaces & focal points where movement corridors converge to encourage activity and vitality;
- Consider how open spaces will best meet the recreational needs of the local community, thereby encouraging social interaction;
- Consider how the type and positioning of enclosures and soft landscape will clearly define the ownership of the space between buildings;
- Incorporate existing and proposed landscape features into the proposals, so as to enhance the richness and attractiveness of the streetscape;
- Consider carefully texture, colour, pattern and durability of materials and how they are used; and
- The concept sketch below illustrates how a series of focal spaces could be connected via green links informed by the existing landscape.

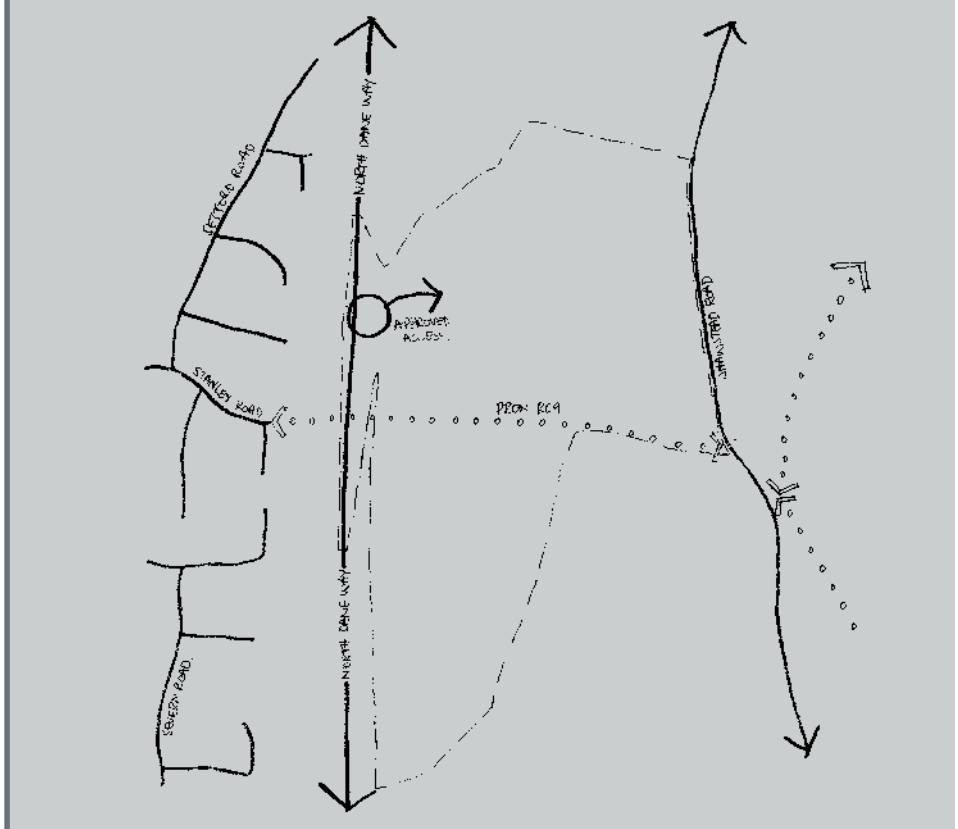


Accessibility

"...optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks"

(Para. 130 (e), NPPF 2021)

- Integration of the proposed development into the existing movement network of footpaths, cycleways, bus routes and vehicular routes, with new public transport provision with bus stops located within easy walking distance of the new dwellings;
- Provision of multiple access points into the development forming part of a permeable network of streets which assists in dispersing traffic (vehicular and pedestrian);
- Maximisation of the opportunities for alternative modes of transport to the car particularly walking, cycling and bus travel;
- Creation of a legible and permeable development, that is easy to navigate for all users, with a clear movement hierarchy providing easily recognisable routes, balancing the street as a space alongside its function as a movement corridor;
- Enhancement and extension of the existing public rights of way network as an integral part of the development, particularly facilitating sustainable access to the Town Centre and existing employment areas;
- Ensure a mix of appropriate residential tenures to further promote the economic and social success of the scheme; and
- The concept sketch below identifies the key access and movement corridors adjacent and through the site.



CONCEPT LAYOUT

3.27 Phase 1 is situated in the Whites Wood Character Area. This area is secluded from the remainder of the site and can therefore be treated with its own unique characteristics.

3.28 The Gateway entrance has been designed as a set piece. Parked cars have been removed from the street scene to prioritise strong build lines and large open spaces based on the position of the permitted roundabout on North Dane Way..

3.29 As you enter the site you are greeted with a larger area of open space and views out across Capstone Country Park. The public open space will be carefully landscaped to incorporate play areas linked by a series of new foot/cycle paths and attenuation areas.

3.30 PRoW RC9 runs from east to west across the site. The footpath has been retained and creates a strong green axis through scheme with dwellings set back allowing for pockets of green space with wide views of the Capstone Country Park beyond. PRoW RC9 is an important link as it connects the existing residential area west of North Dane Way with the Capstone Country Park and wider landscape.

3.31 The layout has been carefully designed with the existing contours of the site. Streets are generally located along the contours and retaining features placed in rear gardens. The main street generally follows the contours of the site before splitting into an upper and lower level split by the central hedgerow. The two levels are then connected by focal green spaces at either end, with pedestrian and cycle connectivity.

3.32 Smaller semi-detached and terraced dwellings are proposed on the western edge of the site where the site's topography is less steep, meanwhile larger, detached plots are utilised on the steepest parts of the site to the east. The proposed development is predominantly two storeys in height which is in-keeping with the surrounding districts. Occasional 2.5 storey dwellings add variation to the roofscape and take advantage of views of the wider landscape.

3.33 Swales have been incorporated into the lower street to create a unique feature on lower parts of the site. This will provide opportunities for wide landscape verges and tree planting.

Phase 1 Concept Plan

04 Design Evolution Of The Phase 1 Layout

Pre-Application Advice and Discussions

> *"Local planning authorities should ensure that they have access to, and make appropriate use of, tools and processes for assessing and improving the design of development. These include workshops to engage the local community, design advice and review arrangements, and assessment frameworks such as Building for a Healthy Life. These are of most benefit if used as early as possible in the evolution of schemes, and are particularly important for significant projects such as large-scale housing and mixed-use developments. In assessing applications, local planning authorities should have regard to the outcome from these processes, including any recommendations made by design review panels."*
>
> *(Para. 133, NPPF 2021)*

4.1 The proposed development was subject to pre-application discussions with Medway Council. The design of the proposed development has been an iterative process, informed by the pre-application discussion, as well as emerging technical information.

4.2 A summary of the design evolution is as follows:

October 2022 (Site Layout Rev.A)

4.3 In October 2022 a first draft layout for Phase 1 was produced. This first draft was designed to accord with the outline masterplan and the accompanying high level site assessment. The layout aimed to achieve the following:

- Deliver a scheme in broad accordance with the approved outline roundabout and access road which sweeps into the site from North Dane Way and accesses the eastern side of the site.
- Create a linear green route along the existing PROW (RC9) from North Dane Way in the west to Shawstead Road in the east.
- Retain the existing hedgerow at the centre of the site to create a focal space overlooked by dwellings

4.4 Following an initial Design Team Meeting with the wider consultant team and a more detailed review of the site's constraints, and in particular the severity of the site's sloping topography a number of issues were raised:

- The access road to the north of the site was not viable due to the change in levels from west to east and a revised access alignment would need to be found.
- The streets which ran directly up and down the slopes such as 'Street 02' and 'Street 04' were not viable due to the severe changes in levels and the resulting retaining features between dwellings.

Layout (Rev A)

10th November 2022 – Pre-application Meeting with Medway Council (Site Layout Rev.C)

4.5 In mid-November Rev.C of the layout was presented at a pre-application meeting with Medway Council. The following revisions had been made to the layout to address concerns raised by the wider consultant team, they included:

- A revised access road arrangement from the approved roundabout design, which turned Street 01 into the development higher up the slope with dwellings accessed west and east along a tree lined avenue.
- A lower and upper street created. An upper street to the west of the central hedgerow and a lower street to the east creating two streets running parallel to the sites contours.
- A series of swales running parallel to the upper and lower streets forming part of the sustainable drainage design.
- Two green focal spaces created at either end (north and south) of the central hedgerow to allow for pedestrian and cycle connectivity across the contours.
- Creation of a wider green link along the existing PROW (RC9).

4.6 Whilst the layout was generally well received during the pre-application meeting a number of comments and suggestions to improve the layout were raised, including:

- The green link and spaces associated with the PROW (RC9) could be enhanced further still by removing the access roads that run parallel to it and instead creating more amenity space for pedestrians and views to the wider Capstone Country Park.
- Create more variation in the streets. Whilst it was understood that the levels were dictating the location of the street could the built form be stepped forward and back to create interest.
- Plots 92-88 currently back onto the open space beyond. Could dwellings not front the outlook and take advantage of wider views beyond?
- Where possible trees should be planted within public open spaces rather than front gardens.
- It was accepted that Phase 1, whilst part of the wider masterplan, should be designed as a separate entity responding to the site's specific context and constraints.
- The landscape proposal should be designed to reflect the specific character and distinctiveness of the site.

Layout (Rev C)

28th November 2022 – Site Visits with Medway Council to Ebbsfleet Valley and Hoo

4.7 Following the pre-application meeting with Medway Council on the 10th November, it was suggested a series of site visits to recently built Taylor Wimpey schemes in the local area could assist in developing the design. The team visited schemes in Ebbsfleet Valley and Hoo, both by Taylor Wimpey as well as a second scheme in Hoo by Esquire Developments. The site visit allowed for informal discussions between the development team and Medway Council.

4.8 The topics discussed included:

- The proposed architecture for East Hill Chatham
- A varied materials palette that responds to each character area
- Working on sites with a steep topography
- Design of public realm and incorporating green spaces into the residential parcels.
- The importance of trees within streets.
- Variety of parking typologies including Mews streets and courtyard parking to create intimate streets and spaces.
- The definition of public and private spaces.
- How courtyards can be successfully designed as intimate streets with good surveillance.

9th December 2022 – Design review Panel (Site Visit and Presentation) Site Layout Rev.F

4.9 As part of the design process a Design Review Panel (Design South East) were invited to review the current proposals following a site visit and presentation from the team. Revision F of the layout was presented along with a comprehensive document to explain the design rationale. A summary of Design South East's key recommendations are as follows:

- A clear vision, describing the narrative of this place, is missing. A clarified approach should set out how phase 1 fits into the overall masterplan.
- Describe the role of phase 1 within the wider masterplan and explain in what respects it sets a precedent, patterns or standards for the subsequent phases.
- Set out the optioneering process including how the proposed iteration has been arrived at and the other options explored.
- Take a bespoke design-led approach to the layout of homes and housing typologies to respond sensitively to the site's topography and minimise the site modifications and earthworks required.
- Ensure the conceptual diagram shaped the detailed site layout and delivers the quality green spaces described.
- Review which landscape elements are being treated as an opportunity or a constraint. Engage with the landscape through design rather than allowing the landscape to become over-engineered to accommodate standard housing types.
- Use appropriate precedents for both the landscape and architecture that demonstrate working with sloped topography.

Layout (Rev F)

15th December 2022 – Public Consultation

4.10 A public consultation event was held on Thursday 15th December 2022 from 3pm to 8pm at Lordswood Sports & Social Club, North Dane Way, Lordswood, Chatham, Kent, ME5 8YE.

4.11 In order to publicise the consultation event, postcards were distributed to 2,203 residential addresses in the vicinity of the application site, inviting local people to find out more about Taylor Wimpey's proposals and provide their feedback. These invitations were distributed by first class post on Monday 5th December 2022.

4.12 In addition, invitation letters were sent to 28 local stakeholders, including local councillors and the MP for the area. They were invited to a preview session, held immediately before the public event, in the same venue, between 2pm and 3pm. These invitations were sent by first-class post on Monday 5th December. A copy of the invitation was also sent to all stakeholders by email on Thursday 8th December 2022.

4.13 A press release promoting the public consultation was distributed to local media on Wednesday 7th December 2022.

4.14 A public notice promoting the public consultation was published in the Medway Messenger on Thursday 8th December 2022.

4.15 A Facebook event advert was promoted from Friday 9th December until Thursday 15th December 2022. This advert targeted all Facebook users within a 17 km radius of the proposed development site. In total, the Facebook advert generated 13,909 unique impressions and 48 click throughs.

4.16 On the day of the exhibition, approximately 30 guests recorded their attendance by completing a sign-in sheet. The majority of attendees were local residents, in addition to a local ward councillor.

4.17 A number of information boards were displayed at the consultation event, which set out the background to the application and provided details of the proposals. These were also uploaded to the dedicated development website.

4.18 A website was set up which displayed information about the application and allowed people who were unable to attend the consultation event to submit their feedback online. The website address is https://www.taylorwimpey.co.uk/new-homes/chatham/east-hill and the exhibition boards were available to viewand download from Thursday 15th December 2022.

4.19 Those participating in the public consultation were invited to provide their feedback either by emailing the project team using a dedicated email address: easthill@taylorwimpey-pr.co.uk; by filling in a form at the public consultation event; or by filling in the same form which was uploaded to the website during the consultation period.

4.20 Feedback was accepted by the applicant up to and including the end of the consultation period at midnight on Friday 6th January 2023.

Layout (Rev H)

January 2023 – Submitted Layout (Rev.H)

4.21 The design process set out in this section has ultimately led to the formation of the final Site Layout (revision H) submitted with this application. The key changes since the pre-application with Medway Council in mid-November can be summarised as follows:

- The creation of a landscaped gateway feeding into the development along Street 01 to a central green space at the heart of the development.
- Plots 5-11 have been rotated to create an informal courtyard or Mews Street with pedestrian permeability through to the PROW (RC9).
- Plots 90 & 91 included on the eastern edge of the site to help sensitively integrate the development into the hillside and provide natural surveillance over the public open space beyond.
- Slight re-orientation of key plots overlooking the central green to create a more informal space.
- All east-west roads removed from the central space to allow the PROW to take priority and protect wider views from the PROW over Capstone County Park.
- Plots 55 & 56 integrated into Street 02 to provide more variety in the streetscape and meander the route through.
- A series of focal spaces along both Streets 02 & 03 break up the linear nature of the streets providing opportunities for tree planting.

WHITES WOOD
(ANCIENT WOODLAND)
NORTH DANE WAY
OUR PLACE
(KENNELS)
SETFORD ROAD
INFORMAL KICKABOUT AREA
NEAP
INDICATIVE ATTENUATION AREA
APPROVED ROUNDABOUT
STREET 01
STREET 02
STREET 03
FOUL PUMPING STATION
SHAWSTEAD ROAD
NORTH DANE WAY
NORTH DANE WOOD
(ANCIENT WOODLAND & TPO)
KEY:
PHASE 1 APPLICATION BOUNDARY
OPEN MARKET DWELLINGS
AFFORDABLE DWELLINGS
AREA OF APPROVED ACCESS AND ROUNDABOUT DESIGN
LANDSCAPE:
PUBLIC OPEN SPACE (4.8Ha)
EXISTING TREES /HEDGEROWS /WOODLAND
ANCIENT WOODLAND
15M ANCIENT WOODLAND BUFFER
INDICATIVE PROPOSED PLANTING
BOUNDARY TREATMENTS:
1.8M HIGH BRICK WALLS
1.8M HIGH CLOSE BOARD FENCE
1.8M HIGH LARCH-LAP FENCE

Layout (Rev H)

05 Design Proposals

USES. Mixed and integrated

NPPF CHAPTERS: 2, 5, 6, 7, 8, 12

> ***"Well-designed neighbourhoods need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities. New development reinforces existing places by enhancing local transport, facilities and community services, and maximising their potential use."***
>
> ***(Para. 109, NDG 2021)***

Residential – 91 dwellings (Class C3)

5.1 The development proposals provide approximately 2.7 Ha of residential development, achieving up to 91 dwellings, providing a range of 2, 3, 4 and 5 bedroom properties through a mix of detached, semi-detached and terraced houses. By doing so, the proposals allow space for a range of dwelling types suitable for people of different ages and lifestyles. The proposed open market housing mix is illustrated below:

2 bed houses	4
3 bed houses	30
4 bed houses	25
5 bed houses	9
Total	**68**

Affordable Housing

5.2 It is proposed that 25% of the dwellings provided are to be affordable housing. The development proposes 23 dwellings as affordable, with 14 to be affordable rented and 9 to be shared ownership. All affordable houses within Phase 1 are designed to comply with M4(2) standards. No M4(3) compliant dwellings are provided within this phase due to the challenging levels.

5.3 It was expected that Phase 1 would have a lower percentage of affordable housing at the Outline stage due to the high land value. The DAS states that Whites Wood character area is of high value housing, the reasoning for this is the cost of dealing with the topography and a separate access route. The DAS envisaged the percentage of affordable housing would be flexed accoss the balance of the site to reflect cost challenges in certain character areas. However, we have taken the decision to provide the full 25% within Phase 1 despite those challenges.

5.4 The affordable housing proposed provides a mix of housing sizes and styles, providing 2, 3 and 4 bedroom properties, with a mix of houses to meet a range of housing needs and align with the previously agreed S106.

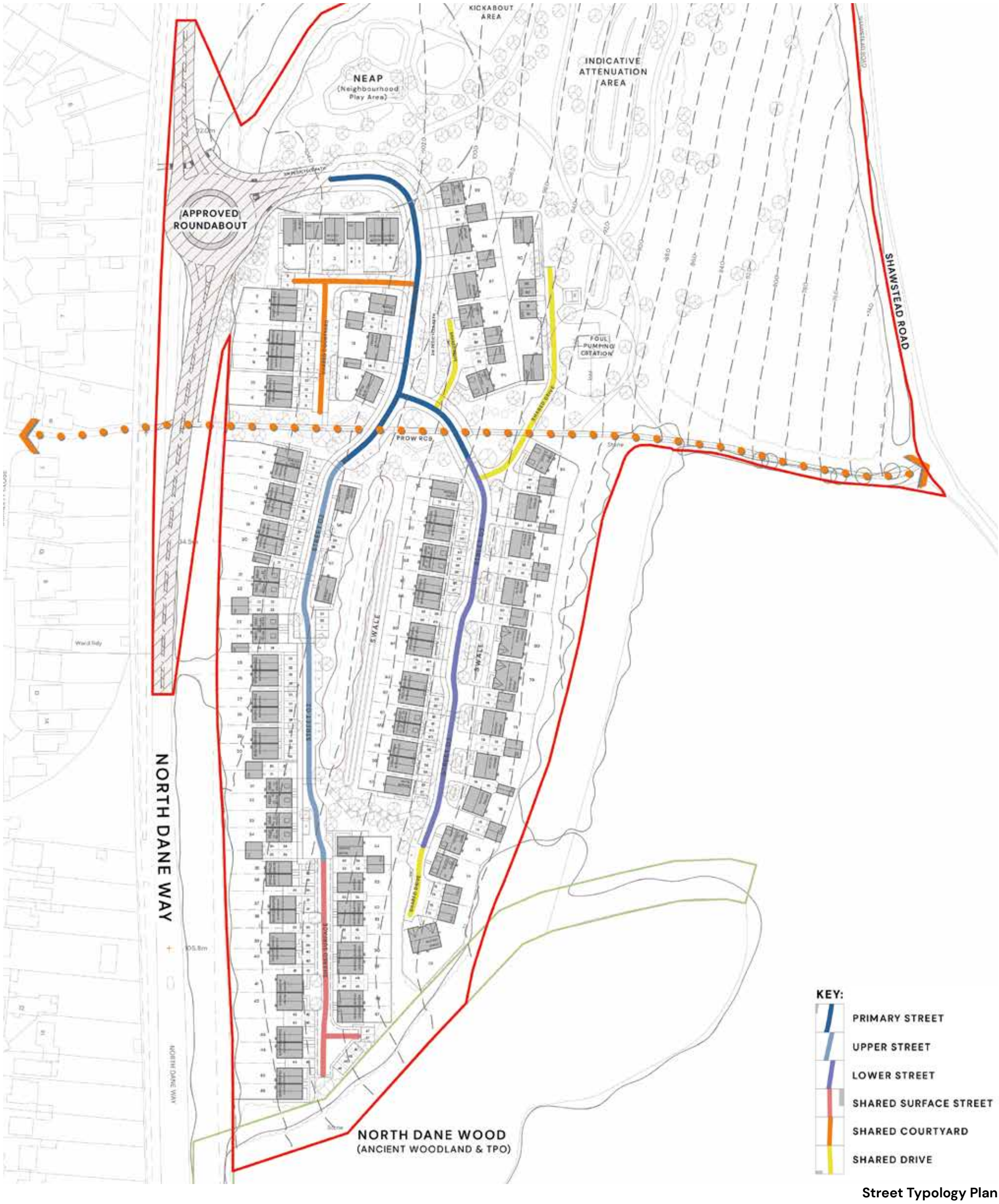
5.5 The affordable housing is dispersed in clusters within the site, to ensure they are appropriately placed and integrated into the overall site to achieve social integration and cohesion, with clusters further broken down by the tenure mix.

Affordable Rent	
2 bed houses	2
3 bed houses	12
4 bed houses	0

Shared Ownership	
2 bed houses	3
3 bed houses	4
4 bed houses	2

Housing Mix Plan

Tenure Plan



Street Typology Plan

MOVEMENT. Accessible and easy to move around

NPPF CHAPTERS: 8, 9, 12

> ***"Patterns of movement for people are integral to well-designed places. They include walking and cycling, access to facilities, employment and servicing, parking and the convenience of public transport. They contribute to making high quality places for people to enjoy. They also form a crucial component of urban character. Their success is measured by how they contribute to the quality and character of the place, not only how well they function."***
>
> ***Para. 75, NDG 2021)***

Proposed Vehicular Access Points & Street Hierarchy

5.6 Vehicular access to the proposed development will be provided via the new roundabout off North Dane Way. Once the main street enters the site the access roads generally follow the contours of the site on a north-south alignment. The main street branches into an upper and lower street near the PRoW and either side of the central existing hedgerow. From here the streets pass through a series of focal spaces accessing dwellings either side of the street.

5.7 Streets will be designed as key aspects of the public space, the nature and form of which will vary according to their connectivity, function, and location within the development proposals. The development proposals have been influenced by "Manual for Streets 1 & 2", which encourages designers to move away from standardised prescriptive measures and to adopt a more innovative approach, to create high-quality places for all users, ages, and abilities.

5.8 Incorporating nature, particularly tree planting, within the streets is a key principle in the design of new developments. Tree-lined street has been given a priority in the latest edition of the NPPF, stating that:

"Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are found that are compatible with highways standards and the needs of different users".

(Para 131, NPPF 2021)

5.9 The development and internal road network has been designed to encourage low vehicular speeds (circa 10-20mph) and streets will be defined by the building layout, so that buildings and spaces, instead of roads, dominate the street scene. The design promotes safe walking and high permeability through the site and aims to limit the potential for anti-social behaviour.

5.10 The proposed street hierarchy recognises the need to combine the function of the street as a movement corridor, alongside its placemaking function. The importance of each of the street types in terms of its movement and place function varies within the hierarchy.

5.11 Street lighting will be designed in conjunction with street tree planting to ensure safe and acceptable levels of lighting throughout the development.

5.12 The following street typologies are proposed for inclusion within the proposals:

- Primary Street
- Upper Street (Street 02)
- Lower Street (Street 03)
- Shared Surface Street
- Shared Courtyard
- Shared Drive

Street Hierarchy response to a sloping site

5.13 As explained through the design evolution section the Site Layout and in particular arrangement of streets have been carefully designed through close co-ordination with the engineers to ensure a viable scheme can be delivered. The network of streets have been designed to generally follow the contours of the land rather than work against it. Retaining features are then positioned in rear gardens to ensure access to dwellings is achieved from the street at an appropriate gradient.

Pedestrian and Cycle Access Strategy

5.14 Active modes of transport have been carefully considered as part of the design proposals. The existing PRoW (RC9) forms a central green axis to the site and maintains wider connectivity from the west through the site to Capstone Country Park.

5.15 A pedestrian/cycle path is proposed to connect the approved access in Phase 1 with the Primary School site to the north and the existing PRoW to the south.

Primary Street

5.16 A tree lined street which provides access to the site from North Dane Way. Dwellings are set back from the carriageway to create space for tree planting. Parking generally located in courtyards or to the side of dwellings. The Primary Street provides access to the Upper and Lower Streets that a access the remainder of the phase.

5.17 Key Street Dimensions:

- 5.5m carriageway
- 2m footpath oneside.
- 3m shared foot/cyclepath to one side.
- Verge to accommodate tree planting

Upper Street

5.18 The Upper Street is characterised by the existing hedge line and vegetation running north to south in parallel to the street. This street runs long the contours to provide access to the upper-level housing. A mixture of semi-detached and terraced housing, predominantly with frontage parking broken up with street trees and changes in surface material. The Upper Street is characterised by a higher density taking advantage of the shallower levels.

5.19 Key Street Dimensions:

- 4.8m carriageway
- 2m footpath to one side

Lower Street

5.20 The Lower Street is wider in form than the Upper Street and is characterised by a green verge accommodating a swale and tree planting. The Lower Street provides access to the houses on the lower level, a mixture of semi detached and detached with parking; parking to the front or side of dwellings.

5.21 Key Street Dimensions:

- 4.8m carriageway
- 2m footpath to one side
- Verge to accommodate a swale and tree planting.

Shared Surface Street

5.22 The Shared Surface Streets provide access to quieter areas of the development. Semi-detached and terraced dwellings enclose the street which is characterised by a change in surface material, frontage parking and street trees. The streets are designed for all users to share, but priority to pedestrians and cyclists is achieved through traffic calming features such as street trees and changes in surface material.

5.23 Key Street Dimensions:

- 6.8m shared surface street.

Shared Courtyard

5.24 The shared courtyard provides an opportunity to create an intimate space serving a handful of units. Whilst vehicular access is limited pedestrian connectivity is retained through the street to the surrounding open spaces. Dwellings are arranged in terraces with frontage parking and landscaped with trees. The streets are designed for pedestrians and cyclists to have priority. Street trees help break up runs of frontage parking. By flipping the units to front the street during the design evolution there is greater natural surveillance of the street.

5.25 Key Street Dimensions:

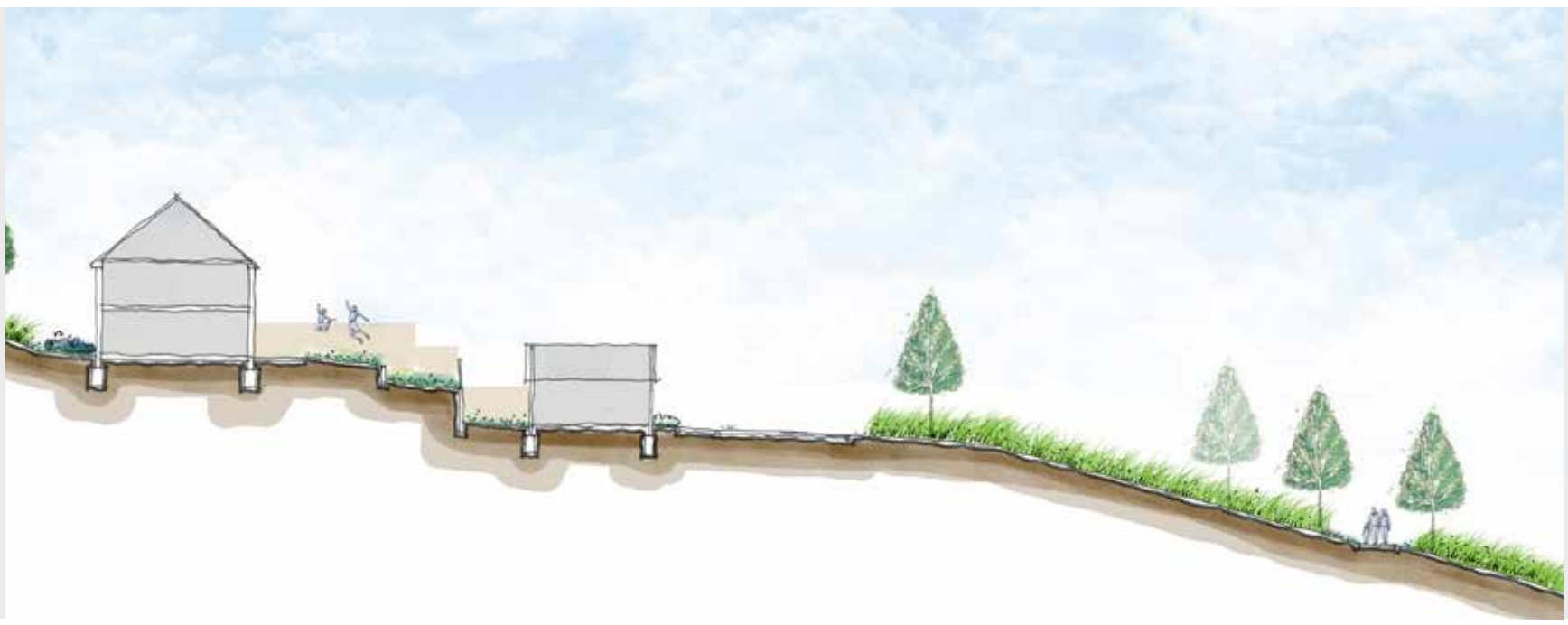
- 6.0m shared surface street.

Shared Drive

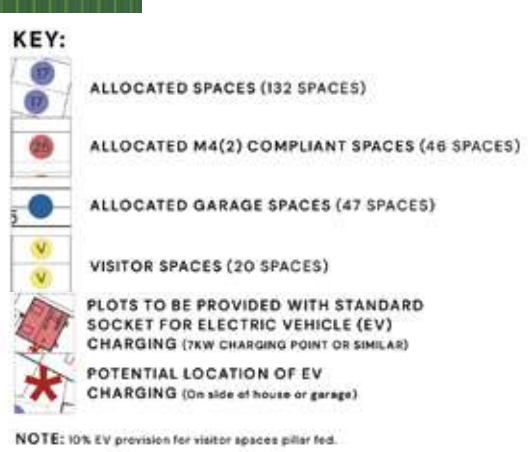
5.26 Shared drives are generally located to the edges of the development and serve large detached dwellings with views out over the surrounding open spaces.

5.27 Key Street Dimensions:

- 3.7 - 4.8m shared drive.



Parking Plan


KEY:
ALLOCATED SPACES (132 SPACES)
ALLOCATED M4(2) COMPLIANT SPACES (46 SPACES)
ALLOCATED GARAGE SPACES (47 SPACES)
VISITOR SPACES (20 SPACES)
PLOTS TO BE PROVIDED WITH STANDARD SOCKET FOR ELECTRIC VEHICLE (EV) CHARGING (7KW CHARGING POINT OR SIMILAR)
POTENTIAL LOCATION OF EV CHARGING (On side of house or garage)
NOTE: 10% EV provision for visitor spaces pillar fed.

Parking

5.28 Parking will be designed in line with the current guidance contained within Manual for Streets and with the current adopted standards. The minimum allocated parking standards are as follows:

C3 Residential dwellings *		
Dwelling size	**Minimum number of car parking spaces per dwelling**	**Minimum number of cycle parking spaces per dwelling**
1 bedroom	1.0 [1][2]	1.0 [4]
2 bedrooms	1.5 [1][2]	1.0 [4]
3 bedrooms & above	2.0 [1][2]	1.0 [4]
Visitor parking	0.25 [3]	0

5.29 To meet the required parking standards, 20 visitor spaces are proposed. Throughout the layout 46 dwellings benefit from the provision of M4(Cat 2) compliant parking spaces.

5.30 Parking is provided in a location that is both convenient and well overlooked. It should be designed to be as unobtrusive to the street scene as possible, with screening provided by the use of hedges and planting, where appropriate.

Residential Parking Strategy

5.31 Allocated parking will predominantly be provided on plot, within the curtilage, either to the front or side of dwellings, with individual bays and/or garages set back from the building line, to allow ease of access to dwellings.

5.32 Where parking is provided on street (via parallel or perpendicular bays) it has been carefully designed to allow for areas of landscaping and planting between groups of spaces to break up the appearance.

5.33 The plan opposite shows that all dwellings with private driveways will be provided with EV charging facilities (example photo below). In addition to this 10% of visitor parking spaces will be provided with EV charging through a pillar fed system.

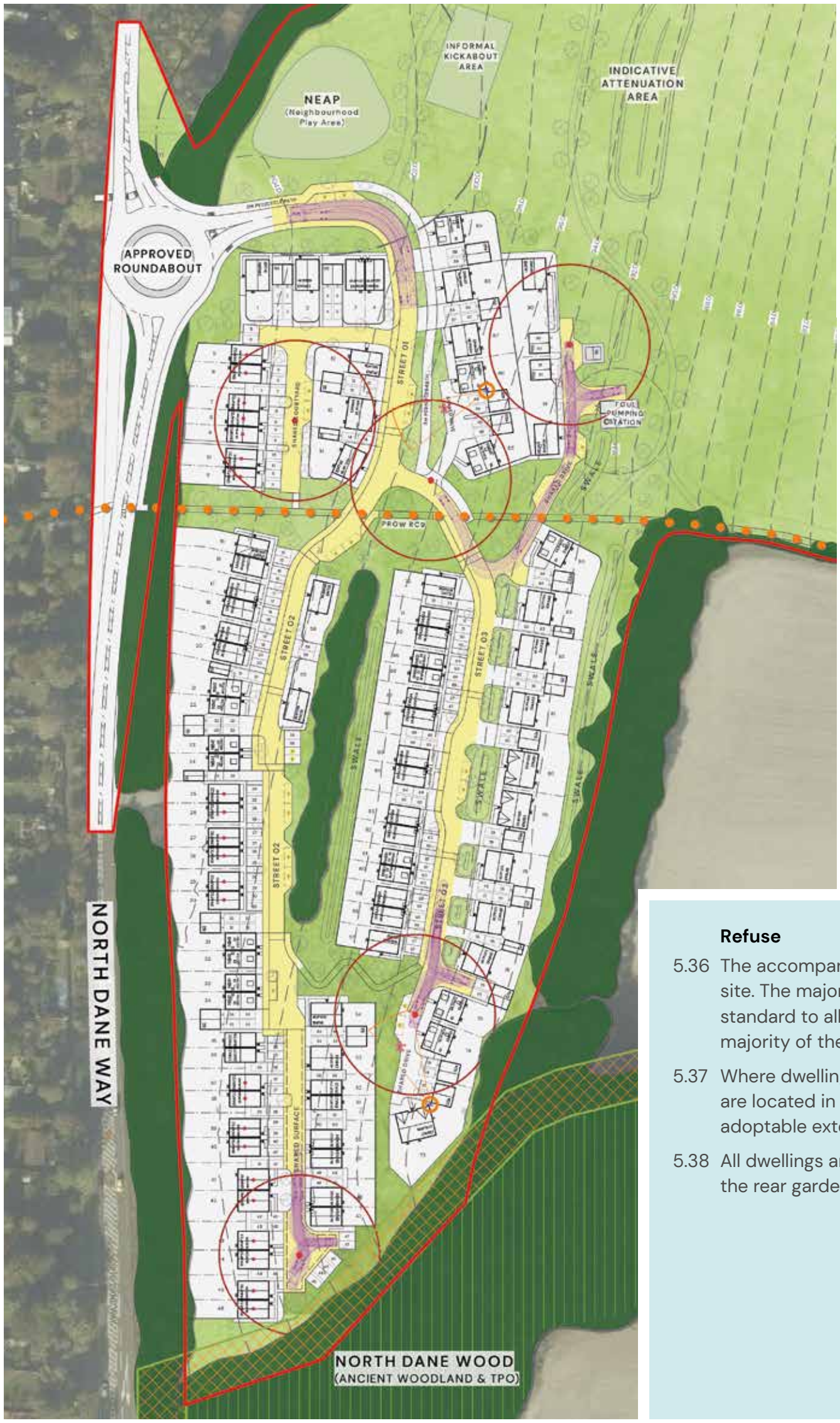
Garages

5.34 47 allocated garages have been provided, these have been designed to the required minimum size of 6m wide x 3m in the length.

Cycle Parking

5.35 Where cycle parking is to be accommodated within garages then these should be of an appropriate size to ensure that there is room for both car and cycle parking.

Example of EV charging on private driveways



Refuse Strategy Plan

Refuse

5.36 The accompanying plan shows the refuse strategy for the site. The majority of roads will be designed to an adoptable standard to allow refuse vehicles to access the vast majority of the site.

5.37 Where dwellings are not accessible bin collection points are located in convenient locations within 25m of the adoptable extent.

5.38 All dwellings are provided with either a garage or shed in the rear garden to store bins if required.

BUILT FORM. A coherent pattern of development

NPPF CHAPTERS: 8, 9, 11, 12

> ***"Built form is the three-dimensional pattern or arrangement of development blocks, streets, buildings and open spaces. It is the interrelationship between all these elements that creates an attractive place to live, work and visit, rather than their individual characteristics. Together they create the built environment and contribute to its character and sense of place."***
>
> ***(Para. 61, NDG 2021)***

5.39 The design solution for the site has been informed by the Design Development Guide and Design & Access Statement. The site provides an opportunity to create a unique identity using a contemporary design.

Density

5.40 Phase 1 will achieve an average density of 33 dwellings per hectare (dph) across the site, which ensures the efficient use of land, yet is reflective of the surrounding area, helping to assimilate the proposals into the surrounding areas or to add variety in the street scene.

5.41 This average density allows for the formation of differing densities across the development; including higher densities along the Primary Street and lower densities towards the green edges of the development in the north-east and south.

5.42 4.8 Ha of open space are proposed as part of the Phase 1 development which accounts for 57% of the application boundary.

Building Heights (Scale)

5.43 The height and massing of the proposed development varies across the site according to the nature of the public realm to be created. The majority of residential development will be 2-storey, reflecting the surrounding built form of Chatham.

5.44 The occasional use of 2.5 storey dwellings within the site is used to provide variation in form, aid legibility and provide articulation within the street scene.

Continuity and massing

5.45 Key development frontages, such as those overlooking areas of public open space and following the primary movement route, will be particularly prominent and critical to the appearance of the development. Particular attention will be paid to the massing and architectural style of these buildings, so that they contribute positively to the quality and character of the new development. These frontages have been designed as a composition, with consideration also given to the spaces they adjoin, in order to provide a cohesive approach to these prominent positions.

Creating a Safe Place to Live

5.46 One of the design objectives of the National Planning Policy Framework (NPPF) states that developments should:

> *"...create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and fear of crime, do not undermine the quality of life or community cohesion and resilience"*
>
> *(Para. 130 (f), NPPF 2021)*

5.47 The design proposals for the development at East Hill, Chatham are based on an understanding of best practice guidance and reference has been made to the relevant documents including "Safer Places: The Planning System" and "Manual for Streets as well as ACPO "New Homes" guidance.

5.48 Well-designed public lighting increases the opportunity for surveillance at night and will be integrated into this phase as well as future reserved matters applications.

5.49 Natural surveillance in the form of doors and windows overlooking streets, pedestrian routes and public open spaces will create activity throughout the day and evening and will be an essential element in creating a safe environment for all users, whilst discouraging criminal activity by increasing the risk of detection.

5.50 In forming the design proposals, the following key attributes have been included:

- Buildings have been generally orientated back-to-back or back onto existing woodland to ensure rear gardens are enclosed and protected, providing private rear amenity space for all dwellings;
- Public open spaces are well overlooked by the surrounding built form;
- All routes are necessary and serve a specific function or destination;
- The ownerships and responsibilities for external spaces will be clearly identified and the proposals facilitate ease of maintenance and management;
- Natural surveillance is promoted wherever possible; and
- Architectural details which promote natural surveillance and the active overlooking of spaces are included in the proposed dwellings, not only through window positioning, but also through the size of windows in key locations, offering further angles of natural surveillance.

EMA48 (2 Storey)

EMB51 (2.5 Storey)

Building Heights Plan

KEY:

SINGLE STOREY/GARAGES

2 STOREY DWELLINGS

2.5 STOREY DWELLINGS

HOMES AND BUILDINGS.
Functional, healthy and sustainable

NPPF CHAPTERS: 8, 12

> *"Well-designed homes and buildings are functional, accessible and sustainable. They provide internal environments and associated external spaces that support the health and well-being of their users and all who experience them."*
>
> *(Para. 120, NDG 2021)*

5.51 The proposals for the development will comprise a distinctive character and a strong sense of place, informed by important site features and the existing valued qualities of Chatham.

5.52 The proposals aim to create a place that has a healthy, comfortable and safe internal and external environment.

5.53 House frontages have been carefully designed with generous windows from habitable rooms, clearly defined and attractive front doors and planting to act as buffer between the pavement and window.

5.54 Internal habitable rooms should have high levels of natural daylight and connect well to gardens and terraces.

5.55 Affordable housing will be well-integrated with a tenure blind approach so there is no discernible difference between private and affordable dwellings.

5.56 Each house has been carefully considered and designed for the site. The site includes over 17 variations of house elevations, these can be seen here:

EMA22

NB41

EMA48

EMB51

EMA33/EMT31

EMA34

EMT31

EMB31

EMA43

EMT41

EMT42

EMA46

EMA51

EMAP22

EMAP32

EMAP41

CA1: Landscaped Gateway

CA2: Upper Street

CA3: Lower Street

IDENTITY. Attractive and distinctive

NPPF CHAPTERS: 8, 12, 15, 16

> ***"The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses."***
>
> ***(Para. 50, NDG 2021)***

5.57 The Character areas were set out at Outline stage, Phase 1 is situated in the Whites Wood Character area, and detailed as follows;

> *''Whites Wood Character Area: Accessed from a new roundabout to the south of North Dane Way, an important edge to the main road and views over the parkland to the north. Homes here are high value.''*
>
> *(Design Development Guide)*

5.58 The following section illustrates how the proposed residential dwellings have been designed to respond to the site with emphasis on the criteria set out in the Design Development Guide. The character areas proposed do not form harsh contrasts, instead focus more on density and blend from one to another so that the scheme reads as one comprehensive design. The aim must be to achieve a development with a strong identity and distinct sense of place whilst at the same time integrating with the existing community.

5.59 Characteristics such as materials, height, scale, landscaping, and enclosure can differ between the character areas. Each of these aid in improving the legibility of the scheme.

Whites Wood

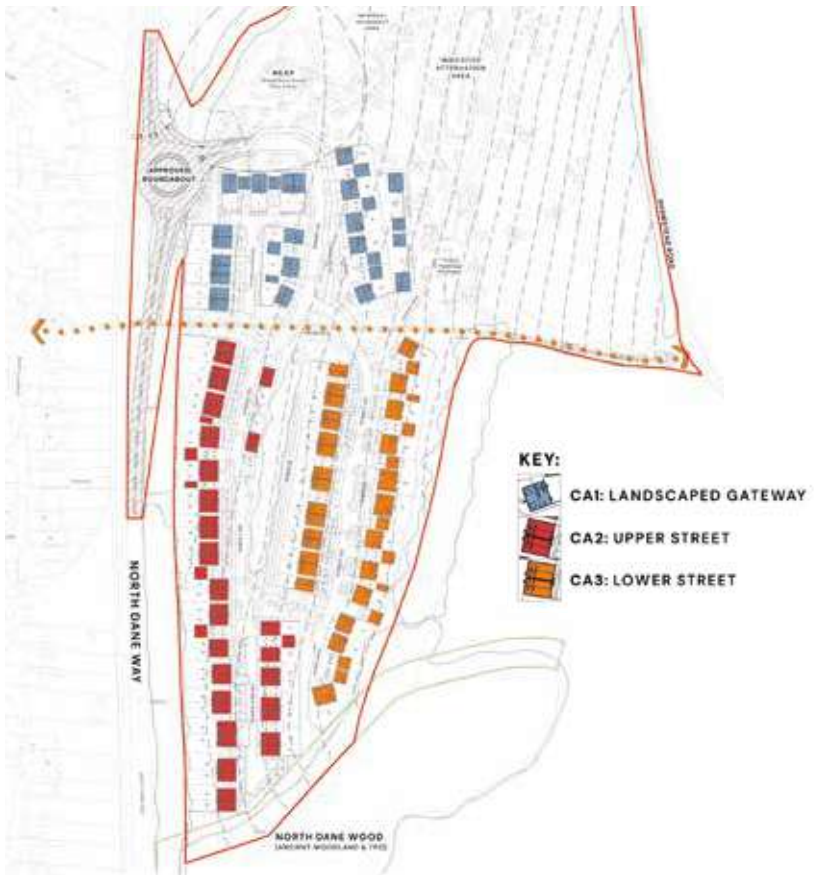
5.60 Large detached dwellings form the north-western and southern boundaries which sensitively responds to the existing context. The site is predominantly 2 storey with occasional use of 2.5 storey dwellings in key locations to terminate vistas.

5.61 Medium density development can be seen through most of the site especially along the Primary Street with a lower density to the green edges.

5.62 The built form generally consists semi-detached and terraced units which help create a strong frontage to the Primary Street.

5.63 A mix of different materials and detailing can be found creating a varied street scene.

5.64 The street scene illustrates the proposed character and appearance demonstrating how the proposals will look in street view.



Character Areas Plan

CA1
Landscaped Gateway

As you enter the site you approach the Landscape Gateway, this gateway has a lower density to reflect its rural setting, the entrance has been landscape led and is sensitive to it's surroundings providing view outs across Capstone Valley. The use of detached dwellings within a landscape setting responds to the sloping nature of the site's topography.

The use of black weatherboarding and brown roof tile allows the built form to sensitively integrate into the woodland setting. The primary street has been designed with a wide landscaped verge providing space for large tree species. A series of play and kick abouts areas are linked via new pedestrian/cycle routes giving the community direct access to public open space and linking the development to the northern parcels, including direct pedestrian access to the primary school.

Street scene of dwellings at the entrance to the site overlooking the Neighbourhood play area

Key Design Principles:

- Larger detached dwellings set within the existing landscape.
- Mix of red and buff brick, with black waterboarding and brown roof tiles to help sensitively integrate with the woodland setting.
- Lower density housing.
- Wide tree lined streets.
- On-plot parking generally located to the sides of dwellings or accessed off shared drives.

Street scene of dwellings fronting Street 01

BBSFLEET VALLEY - Large detached dwellings allow for views out over surrounding coutryside

CAPSTONE ROAD - A local materials palette including dark weatherboarding and brown roof tiles

HOO - Courtyard housing creates more intimate and quiet streets

DARLAND VIEW - Large detached dwellings set within a landscape setting of rolling valleys

HORSTEAD PARK - Gable fronted units add a scene of rhythm and break up roofscape

HORSTEAD PARK - Weatherboarding to first/second floor on larger key buildings

CA2

Upper Street

The Upper Street is situated on the higher-level ground to the west, backing onto North Dane way. The site is much flatter here, lending itself to higher density housing. Terraced and semi-detached dwellings are more common. Linear streets are shaped to the existing contour. The Upper Street area is designed around the existing central hedgerow providing a linear central green that also contains a swale running along the contours from north to south. Gable fronted dwellings add rhythm to the street scene and also ensure roofs are south facing for solar gain. A contemporary materials palette is used throughout the scheme to provide uniformity with a mix of red and buff bricks to provide a slight variation within this character area.

Key Design Principles:

- Higher density housing to support its location on the flatter part of the site.
- Runs of semi-detached dwellings with frontage parking.
- Gable fronted dwellings create rhythm and provide opportunities for solar gain.
- Mix of red and buff brick with red roof tile and occasional black weatherboarding.
- Frontage parking broken by street trees and focal spaces.

CAPSTONE GREEN - Occasional 2.5 storey dwellings provide variation in the street

HORSTEAD PARK - Gable fronted units add a scene of rhythm and break up roofscape

EBBSFLEET VILLAGE - runs of semi-detached dwellings with a consistent palette of materials enclose key spaces

HOO - corner turning dwellings address the street and public open spaces providing natural surveillance

CA3

Lower Street

The Lower Street feeds the lower half of the site towards the east, this area has a medium to low density. Detached houses feature along sensitive green edges and semi-detached within the centre of the development. The Lower Street runs parallel to a main swale, this linear green creates a wide landscaped area with opportunities for tree planting. Linear streets shaped to existing contours and the central hedgerow to the west. As per the Upper Street a series of gable fronted dwellings add rhythm to the street scene and ensure roofs are south facing for solar gain. A mix of red and buff brick provides variation within the character area.

Key Design Principles:

- Mix of detached and semi-detached dwellings.
- Street defined by a wide landscaped verge and swale.
- Mixed materials palette provides variety.
- Generally 2 storey with occasional 2.5 storey in key locations.
- Parking generally sited on plot to the side of dwellings to create larger front gardens.

EBBSFLEET VALLEY - Large detached gable fronted dwellings

DARLAND VIEW - Large detached dwellings set within a landscape setting of rolling valleys

HORSTEAD PARK - Gable fronted units add a scene of rhythm and break up roofscape

DARLAND VIEW - Double gable fronted dwellings frame key focal spaces

Materials Plan

Materials

5.65 The plan opposite shows the proposed materials throughout the site.

5.66 Two main facing bricks are proposed; buff brick and red brick along with two roof tiles; red and brown. Additional features to the house types include brick detailing and black stained weatherboarding. The red brick is the predominant brick and has been implemented across the site to help create a comprehensive approach. Black stained weatherboarding is used, predominantly on the first floor level and has been limited across the site to help provide variation.

5.67 Brick detailing has been implemented on key dwellings such as those terminating vistas or turning corners to provide interest and a richness to the street scenes.

5.68 Contemporary grey doors, windows and porches have all been used throughout the site to give the house types uniformity.

5.69 Please refer to the house type pack and street scenes for further details on the proposed materials.

EMA33/EMT31

EMA34

EMB51

EMA46